

North Carolina Division of Public Health Strategic Map: 2017 - 2019

Drive and Promote Integrated
Public Health System that Invests in
Prevention and Safeguards the
Public's Health

Engage People and communities in Prevention and Health Improvement

Expand and Strengthen Collaboration with Traditional and Non-Traditional Partners

Use Data to Drive Decision Making and Improve Performance

Incorporate Health and Health Equity in All Policies

Clarify and Communicate Public Health Value and Contribution

Develop Messages on Our Roles in an Integrated System of Health

Define and Prioritize Key Audiences

Define and Prioritize Key Methods of Message Delivery

Implement
Communications
Strategies and Monitor
Effectiveness

Strengthen Statewide Infrastructure to Support the Public's Health

Develop Workforce Skills Needed to Support Current and Future Requirements

Recruit and Retain Key Workforce

Promote HNC 2020 as the Framework to Build Community Infrastructure

Leverage Cross-Jurisdictional Resources to Optimize Infrastructure

Secure Sustainable Funding Aligned with Strategic Priorities

Educate about Tobacco Master Settlement Payments and Tobacco Taxes to invest in Tobacco Use Prevention and Cessation

> Optimize Fee/ Reimbursement for State and Local Public Health Services

Use Evidence-Based Population-Based Model to Fund Community Prevention

Maximize Safety Net Funding

> Promote Federal, State and Local Funding for Core Public Health

Continue engagement in Medicaid Reform to assure funding for prevention activities and policies for prevention

Create a Nimble, Quality-Driven Organization

Streamline Core Business Processes

Foster a Positive Customer-Focused Culture

Increase Employee Recognition, Empowerment, and Retention

Utilize Innovative Relationships and Mechanisms to Achieve Best Solutions